

Notice to Treasurers of Candidate, Political and Party Committees:

Recent Changes to Attribution Requirements for Political Campaign Communications

*Pursuant to Connecticut General Statutes §9-333w, as amended by Public Act 05-188, Effective *January 1, 2006*.

Attribution Requirements for Written Communications

“Written communications” include typed or printed communications or web-based written communications that support or oppose a candidate and those that solicit campaign funds. Written communications may consist of letters, brochures, circulars, websites and web-based communications, billboards, transit advertisements, newspaper advertisements and similar communications, as well as campaign signs that are *greater than 32 square feet* in surface area.

Any committee which finances any written, typed or printed communication, or any web-based written communication, must include on the face of the communication the text “Paid for by” together with the name of the sponsoring committee and its treasurer.

Any self-funded candidate without a committee who finances a written, typed or printed communication or web-based communication must similarly include on the face of the communication the words “Paid for by” together with the candidate’s name and address.

An individual who is not a candidate and who finances a written, typed or printed communication or web-based written communication with the cooperation of, at the request or suggestion of, or in consultation with any candidate, agent of a candidate or candidate committee must also include on the face of the communication the words “Paid for by” together with the name and address of the individual financing the communication.

In addition to the foregoing attribution requirements, communications financed by any individual or candidate committee with the cooperation of, at the request or suggestion of or in consultation with any candidate, agent of a candidate or candidate committee, must also include on the face of the communication the words “approved by” together with the name of the candidate or individual who approved the communication, whether or not the communication is in support of the approving candidate or an approved candidate communication in opposition to some other candidate.

[Section 9-333w(a), General Statutes, as amended by P.A. 05-188]

Attribution Requirements for Television or Internet Video Advertising Communications

In addition to the attribution statement, any candidate, candidate committee or exploratory committee that finances any television advertising or Internet video advertising in support of the candidate sponsoring the communication or in opposition to some other candidate is required to simultaneously include at the end of such advertising, for a period of not less than four seconds, the following: (A) a clearly identifiable photograph or similar image of the sponsoring candidate, (B) a clearly readable printed statement (i) identifying the sponsoring candidate and (ii) indicating that the sponsoring candidate has approved the advertising, and (C) a personal audio message in the following form: “I am ...(sponsoring candidate’s name) and I approved this message”.

[Section 9-333w(a), General Statutes, as amended by P.A. 05-188]

Attribution Requirements for Radio or Internet Audio Advertising Communications

In addition to the attribution statement, any candidate, candidate committee or exploratory committee that finances any radio advertising or Internet audio advertising in support of the candidate sponsoring the communication or in opposition to some other candidate is required to include at the end of such advertising a personal audio statement by the sponsoring candidate that (A) identifies the sponsoring candidate and the elective office being sought and (B) indicates approval of the advertising in the following form: “I am...(candidate’s name) and I approved this message”.

[Section 9-333w(a), General Statutes, as amended by P.A. 05-188]

Exempt Communications

Attributions for political communications are not required for “political paraphernalia” such as pins, badges, hats, rulers, calendars, and bumper stickers (give away items which have a utilitarian purpose beyond the campaign message) and any banner.

Also exempt are campaign signs which have a surface area of 32 square feet or less.

[Section 9-333w(d), General Statutes]

August 1, 2006